

( In The Claims )

1. (Currently amended) An ~~online communication schema for an~~ online vehicle ordering and tracking system, comprising a processor operable to:  
receive a computerized search request message including:  
at least one search criteria; and  
a weighting of each criterion;  
communicate a computerized search reply message including:  
a list of vehicles matching the at least one search criteria; and  
a plurality of vehicle configuration parameters of the vehicles matching at least one search criteria, including vehicle identifier, make, model, dealer identifier, price, and color;  
and  
receive a computerized tag request message comprising tagged vehicle parameters, the tagged vehicle parameters including:  
the vehicle identifier;  
a first dealer identifier of a first dealer having the tagged vehicle in inventory;  
and  
a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged vehicle in the first dealer's inventory.
2. (Currently amended) The ~~communication schema~~ system, as set forth in claim 1, wherein the search request and reply messages are in XML.
3. (Currently amended) The ~~communication schema~~ system, as set forth in claim 1, wherein the search request message comprises:  
a request tag;  
a criteria tag; and  
a criterion tag providing a dealer identifier.

4. **(Currently amended)** The ~~communication schema~~ system, as set forth in claim 3, wherein the search request message further comprises:

the criterion tag providing an enumeration of a plurality of attributes each specifying a vehicle configuration parameter, including make, model, and year;

a close criterion tag;

a close criteria tag; and

a close request tag.

5. **(Currently amended)** The ~~communication schema~~ system, as set forth in claim 4, wherein the criterion tag further including:

a requirement attribute indicative of whether the criterion is required; and

a weight attribute indicate of a search weighting of the criterion.

6. **(Currently amended)** The ~~communication schema~~ system, as set forth in claim 1, wherein a vehicle parameter of the search reply message comprise:

a vehicle identifier;

a vehicle status;

a dealer identifier;

a list of configured model parameters, including:

a price;

a make;

a model;

an engine specification;

a transmission specification; and

an exterior paint color.

7. (Currently amended) The ~~communication schema system~~, as set forth in claim 1, wherein a vehicle parameter of the search reply message comprise:

a vehicle identifier;

a vehicle status;

a dealer identifier;

a list of configured model parameters, including:

a price;

a make;

a model;

an engine specification;

a transmission specification;

an exterior paint color;

a wheel specification;

a tire specification;

a seat fabric specification;

an interior color; and

an audio system specification.

8. **(Currently amended)** The ~~communication schema~~ system, as set forth in claim 1, wherein a vehicle parameter of the search reply message comprise:

- a vehicle identifier;  
a vehicle status;  
a dealer identifier;  
a list of configured model parameters, including:

- a price;  
a make;  
a model;  
an engine specification;  
a transmission specification;  
an exterior paint color;  
a wheel specification;  
a tire specification;  
a seat fabric specification;  
an interior color;  
an audio system specification;  
a drive specification;  
a cab specification;  
a body style specification;  
a real axle ratio specification;  
a payload package specification;  
a wheel base specification;  
a roof color;  
a door specification;  
an accent color;  
a spare tire specification;  
a PEP specification;  
an option package specification; and  
a stand alone package specification.

9. **(Currently amended)** The ~~communication-schema~~ system, as set forth in claim 1, wherein the tag request message further comprises:

order information associated with the tag request;  
contact information of the user; and  
credit authorization information.

10. **(Currently amended)** The ~~communication-schema~~ system, as set forth in claim 9, wherein the order information comprises:

a source identifier associated with the web site from which the tag request originated;  
a session identifier of the online session during which the tag request was submitted;  
an order number;  
an order total price;  
a deposit amount;  
an order date;  
an order time;  
a dealer identifier; and  
a payment method.

11. **(Currently amended)** The ~~communication-schema~~ system, as set forth in claim 9, wherein the contact information comprises:

a customer identifier;  
a customer name;  
a customer address;  
a customer email address;  
a customer daytime telephone number;  
a customer evening telephone number;  
a customer facsimile number; and  
a specification of a best way to contact the customer.

12. **(Currently amended)** The ~~communication schema~~ system, as set forth in claim 9, wherein the credit card authorization information comprises a credit card authorization number.

13. **(Currently amended)** The ~~communication schema~~ system, as set forth in claim 1, wherein the tagged vehicle parameters further comprises:

- a stock number;
- an item number;
- an order line number;
- a plurality of vehicle configuration parameters;
- a vehicle initial status indicative of whether the vehicle is new or used; and
- a locate search identifier specifying the selected vehicle configuration.

14. **(Currently amended)** The ~~communication schema~~ system, as set forth in claim 13, wherein the plurality of vehicle configuration parameters comprises:

a price;  
a make;  
a model;  
an engine specification;  
a transmission specification;  
an exterior paint color;  
a wheel specification;  
a tire specification;  
a seat fabric specification;  
an interior color;  
an audio system specification;  
a drive specification;  
a cab specification;  
a body style specification;  
a real axle ratio specification;  
a pay load package specification;  
a wheel base specification;  
a roof color;  
a door specification;  
an accent color;  
a spare tire specification;  
a PEP specification;  
an option package specification; and  
a stand alone package specification.

15. **(Currently amended)** The ~~communication schema~~ system, as set forth in claim 1, further comprising a tag status message generated in response to processing the tag request message.

16. (Currently amended) The ~~communication schema~~ system, as set forth in claim 15, wherein the tag status message comprises:

an order number;  
an order line number;  
an item number;  
a model year;  
a dealer identifier;  
a body style;  
an order status;  
an action code;  
an order receipt date;  
an order process date; and  
an order process time.

R1  
C3



17. (Currently amended) ~~A communication schema used in an~~ An online system enabling a user to search ~~in-inventory and in-process~~ products, comprising a processor operable to:

receive a computerized search request message including:

at least one search criteria describing the parameters of a desired product; and  
a weighting of each criterion;

communicate a computerized search reply message including:

a list of products matching at least one search criteria; and  
a plurality of product configuration parameters of the products matching at least one search criteria;

receive a computerized tag request message including:

order information associated with the tag request;  
contact information of the user;  
credit authorization information; and  
tagged product parameters, the tagged product parameters including a product identifier, a first dealer identifier of a first dealer having the tagged product in inventory and a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged product in the first dealer's inventory; and

a tag status message generated in response to processing the tag request message.

18. **(Currently amended)** The ~~communication-schema~~ system, as set forth in claim 17, wherein the product is a vehicle and the search request message comprises:

a request tag;

a criteria tag;

03  
20  
a criterion tag providing an enumeration of a plurality of attributes each specifying a vehicle configuration parameter, including VIN, dealer identifier, make, model, year, engine data, transmission data, tire data, exterior color, interior color, roof color, seat fabric, accent color, option, MSRP, body style, vehicle type, category, price, condition, wheel data, and audio system data;

a close criterion tag;

a close criteria tag; and

a close request tag.

19. **(Currently amended)** The ~~communication-schema~~ system, as set forth in claim 18, wherein the criterion tag further including:

a requirement attribute indicative of whether the criterion is required; and

a weight attribute indicate of a search weighting of the criterion.

20. **(Currently amended)** The ~~communication-schema~~ system, as set forth in claim 17, wherein a vehicle parameter of the search reply message ~~comprise~~ comprises:

a vehicle identifier;

a vehicle status;

a dealer identifier;

a list of configured model parameters, including:

a price;

a make;

a model;

an engine specification;

a transmission specification; and

an exterior paint color.

21. (Currently amended) The ~~communication schema system~~, as set forth in claim 17, wherein a vehicle parameter of the search reply message ~~comprise~~ comprises:

- a vehicle identifier;
- a vehicle status;
- a dealer identifier;
- a list of configured model parameters, including:
  - a price;
  - a make;
  - a model;
  - an engine specification;
  - a transmission specification;
  - an exterior paint color;
  - a wheel specification;
  - a tire specification;
  - a seat fabric specification;
  - an interior color; and
  - an audio system specification.

C3  
20

22. (Currently amended) The ~~communication schema system~~, as set forth in claim 17, wherein a vehicle parameter of the search reply message ~~comprise~~ comprises:

the vehicle identifier;

a vehicle status;

a dealer identifier;

a list of configured model parameters, including:

a price;

a make;

a model;

an engine specification;

a transmission specification;

an exterior paint color;

a wheel specification;

a tire specification;

a seat fabric specification;

an interior color;

an audio system specification;

a drive specification;

a cab specification;

a body style specification;

a real axle ratio specification;

a pay load package specification;

a wheel base specification;

a roof color;

a door specification;

an accent color;

a spare tire specification;

a PEP specification;

an option package specification; and

a stand alone package specification.

23. (Canceled)

24. (Currently amended) The ~~communication schema~~ system, as set forth in claim 17, wherein the order information comprises:

a source identifier associated with the web site from which the tag request originated;  
a session identifier of the online session during which the tag request was submitted;  
an order number;  
an order total price;  
a deposit amount;  
an order date;  
an order time;  
a dealer identifier; and  
a payment method.

25. (Currently amended) The ~~communication schema~~ system, as set forth in claim 17, wherein the contact information comprises:


a customer identifier;  
a customer name;  
a customer address;  
a customer email address;  
a customer daytime telephone number;  
a customer evening telephone number;  
a customer facsimile number; and  
a specification of a best way to contact the customer.

26. (Currently amended) The ~~communication schema~~ system, as set forth in claim 17, wherein the credit card authorization information comprises a credit card authorization number.

27. **(Currently amended)** The ~~communication schema~~ system, as set forth in claim 17, wherein the tagged product parameters further comprises:

- a stock number;
- an item number;
- an order line number;
- a plurality of vehicle configuration parameters;
- a vehicle initial status indicative of whether the vehicle is new or used; and
- a locate search identifier specifying the selected vehicle configuration.

28. (Currently amended) The ~~communication schema~~ system, as set forth in claim 17, wherein the plurality of vehicle configuration parameters comprises:



- a price;
- a make;
- a model;
- an engine specification;
- a transmission specification;
- an exterior paint color;
- a wheel specification;
- a tire specification;
- a seat fabric specification;
- an interior color;
- an audio system specification;
- a drive specification;
- a cab specification;
- a body style specification;
- a real axle ratio specification;
- a pay load package specification;
- a wheel base specification;
- a roof color;
- a door specification;
- an accent color;
- a spare tire specification;
- a PEP specification;
- an option package specification; and
- a stand alone package specification.

29. (Currently amended) The ~~communication schema~~ system, as set forth in claim 17, further comprising a tag status message generated in response to processing a tag request message.

30. (Currently amended) The ~~communication schema~~ system, as set forth in claim 29, wherein the tag status message comprises:

an order number;  
an order line number;  
an item number;  
a model year;  
a dealer identifier;  
a body style;  
an order status;  
an action code;  
an order receipt date;  
an order process date; and  
an order process time.



31. **(Currently amended)** An online method of communication for an online product ordering and tracking system, comprising:

generating a computerized search request message including at least one search criteria, the search criteria including a retailer identifier, and a weighting of each criterion;

generating a computerized search reply message in response to processing the search request message, the search reply message including a list of products matching at least one search criteria, including products in-inventory at the retailer identified by the retailer identifier as well as products in-transit to the retailer and in-process products; and

generating a computerized tag request message, the tag request message comprising tagged vehicle parameters, the tagged vehicle parameters comprising a vehicle identifier, a first dealer identifier of a first dealer having the tagged vehicle in inventory and a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged vehicle in the first dealer's inventory.

32. **(Original)** The communication method, as set forth in claim 31, wherein generating the search request message comprises generating an XML message.

33. **(Original)** The communication method, as set forth in claim 31, wherein generating the search reply message comprises generating an XML message.

34. **(Previously amended)** The communication method, as set forth in claim 31, wherein generating the search request message comprises generating the search request message having:

the vehicle identifier;

a vehicle status;

a dealer identifier;

a list of configured model parameters, including:

a price;

a make;

a model;

an engine specification;

a transmission specification; and

an exterior paint color.

35. **(Previously amended)** The communication method, as set forth in claim 31, wherein generating the search reply message comprises generating vehicle parameters including:

the vehicle identifier;

a vehicle status;

a dealer identifier;

a list of configured model parameters, including:

a price;

a make;

a model;

an engine specification;

a transmission specification;

an exterior paint color;

a wheel specification;

a tire specification;

a seat fabric specification;

an interior color; and

an audio system specification.

P1  
C2

36. **(Previously amended)** The communication method, as set forth in claim 31, wherein generating the search reply message comprise incorporating:

the vehicle identifier;

a vehicle status;

a dealer identifier;

a list of configured model parameters, including:

a price;

a make;

a model;

an engine specification;

a transmission specification;

an exterior paint color;

a wheel specification;

a tire specification;

a seat fabric specification;

an interior color;

an audio system specification;

a drive specification;

a cab specification;

a body style specification;

a real axle ratio specification;

a payload package specification;

a wheel base specification;

a roof color;

a door specification;

an accent color;

a spare tire specification;

a PEP specification;

an option package specification; and

a stand alone package specification.

20,  
B3

37. **(Previously amended)** The communication method, as set forth in claim 31, wherein the tag request message further comprises:

order information associated with the tag request;  
contact information of the user; and  
credit authorization information.

38. **(Original)** The communication method, as set forth in claim 37, wherein generating the tag request message comprises incorporating order information, comprising:

a source identifier associated with the web site from which the tag request originated;  
a session identifier of the online session during which the tag request was submitted;  
an order number;  
an order total price;  
a deposit amount;  
an order date;  
an order time;  
a dealer identifier; and  
a payment method.

39. **(Original)** The communication method, as set forth in claim 37, wherein generating tag request message comprises incorporating the contact information comprising:


a customer identifier;  
a customer name;  
a customer address;  
a customer email address;  
a customer daytime telephone number;  
a customer evening telephone number;  
a customer facsimile number; and  
a specification of a best way to contact the customer.

40. **(Original)** The communication method, as set forth in claim 37, wherein generating the tag request message comprises incorporating a credit card authorization number.

41. **(Previously amended)** The communication method, as set forth in claim 31, wherein generating the tag request message comprises incorporating the tagged vehicle parameters, the tagged vehicle parameters further comprising:

- a stock number;
- an item number;
- an order line number;
- a plurality of vehicle configuration parameters;
- a vehicle initial status indicative of whether the vehicle is new or used; and
- a locate search identifier specifying the selected vehicle configuration.

42. **(Original)** The communication method, as set forth in claim 41, wherein generating the tag request message comprises incorporating the plurality of vehicle configuration parameters comprising:



- a price;
- a make;
- a model;
- an engine specification;
- a transmission specification;
- an exterior paint color;
- a wheel specification;
- a tire specification;
- a seat fabric specification;
- an interior color;
- an audio system specification;
- a drive specification;
- a cab specification;
- a body style specification;
- a real axle ratio specification;
- a pay load package specification;
- a wheel base specification;
- a roof color;
- a door specification;
- an accent color;
- a spare tire specification;
- a PEP specification;
- an option package specification; and
- a stand alone package specification.

43. **(Original)** The communication method, as set forth in claim 37, further comprising generating a tag status message in response to processing the tag request message.

44. **(Original)** The communication method, as set forth in claim 43, wherein the generating the tag status message comprises:

incorporating an order number;  
incorporating an order line number;  
incorporating an item number;  
incorporating a model year;  
incorporating a dealer identifier;  
incorporating a body style;  
incorporating an order status;  
incorporating an action code;  
incorporating an order receipt date;  
incorporating an order process date; and  
incorporating an order process time.



45. **(Currently amended)** An online method of locating consumer product having specific configuration in an enterprise production pipeline and inventory, comprising:

generating a **computerized** search request message including product configuration data submitted by a user, the product configuration data including make and model of a vehicle, and a weighting of each parameter; and

formulating a **computerized** search query with search criteria corresponding to the product configuration data;

searching an inventory database for a product matching the product configuration data, the inventory database containing product on the order bank, in-production, in-transit, and in-inventory;

generating a **computerized** search reply message in response to processing the search request message, the search reply message including a list of products matching at least one search criteria, each product having a plurality of configuration parameters;

displaying the list of products;

receiving a **computerized** tag request message submitted by the user, the tag request message containing a unique product identifier and tagged vehicle parameters, the tagged vehicle parameters comprising a first dealer identifier of a first dealer having the tagged product in inventory and a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged product in the first dealer's inventory;

modifying the product availability data associated with the product identified by the unique product identifier in the inventory database; and

generating a **computerized** tag reply message confirming the completion of tagging the identified product.

46. **(Original)** The method, as set forth in claim 45, wherein generating the search reply message comprises:

compiling a list of products and respective configuration data; and

providing a percentage value for each product in the list indicative of the degree of match between the product and the configuration data contained in the search request message.

47. **(Original)** The method, as set forth in claim 45, further comprising:  
receiving a search request document containing search criteria and converting to an XML document having a predetermined format; and  
converting the XML document to an XML search request message.

48. **(Previously amended)** The method, as set forth in claim 45, further comprising:  
displaying product configuration information to the user on a web page;  
receiving product configuration selection from the user; and  
displaying a search result list of products matching at least one configuration and percentage matching data on a web page.

49. **(Original)** The method, as set forth in claim 45, further comprising:  
importing in-inventory product availability data from dealerships; and  
importing in-process product availability data from an enterprise database.

50. **(Previously amended)** The method, as set forth in claim 45, wherein generating the search reply message comprises:  
incorporating a unique identifier of each matching product;  
incorporating configuration data of each matching product; and  
sorting the matching product by descending degree of match between the product configuration data of the product and the configuration data in the search request message.

51. **(Canceled)**